



RIBBON CUTTING CHECKLIST

Initiate Contact:

Introduce yourself to the business two weeks before the event using “Reply All” to the Staff Liaison email. Be sure to attach:

- Red Carpet Brochure
- Red Carpet Logo (for promotional materials)

Schedule a Meeting:

Optional: Arrange a meeting to discuss event details in person.

Pre-Event Check-in:

Contact business on Monday before the event to confirm they are ready and have no questions.

Arrive Early:

Arrive early on event day, use your Red Carpet car flag, and wear a name tag.

Event Follow-Up:

Send a thank-you card or thank-you email with your business card after the event.

